PROGRAMMER ANALYST

Exc oppty for one RPG/400 Programmer Analyst. Ideal candidate: creative, driven self-starter with 5-7 years hands-on exp w/ both S/38 and AS/400, looking for stable career environment. Knowledge of PC support, COBOL, EDI, APPN/APPC, bar coding, laser printing a plus. Salary commens w/exp. Excel benefits. Please send resume w/salary req to: Box BB1738

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PROGRAMMER/ CONSULTANT

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Count on Advantis to make the difference

Companies worldwide look to Advantis for help with planning and implementing information systems technology. Providing computing resources to fit a variety of business requirements is the logical next step. Today you can look to Advantis for a full range of capacity outsourcing solutions designed to help you accommodate business growth and put critical applications in place quickly.

When you choose Advantis to meet your outsourcing requirements, you can count on Advantis Capacity Services solutions that give you the right degree of flexibility and control. You can also take advantage of network outsourcing solutions and services that can help your company take off to reach new locations and new opportunities. Your Advantis marketing and technical support team can help you translate your financial and technical business requirements into business solutions.

The advantages you gain can include reducing costs and capital requirements, streamlining data processing operations, redeploying critical resources and implementing new technologies and applications quickly. Even more important, Advantis Capacity Services can free you to focus on what you know best—your business.

Call on Advantis services for just about everything
To find out more about how Advantis Capacity Services can help your business grow, call Dick Dibert at 813 878-4307. For information about other service offerings from Advantis, contact your IBM marketing representative.

Advantis network outsourcing solutions and services can help your company take off to reach new locations and new opportunities.

Sales and Marketing

	Organization	Focus	Process
Genix	Direct sales force	Largely regional; weighted to manufacturing	Cold calls to determine need
Power	Direct sales force	Process manufacturing, utilities; weighted to Southwest; decreasing federal	Cold calls
Martin Marietta	Direct sales force; indirect sales through other functions	Largely federal; trying to shift	Largely responsive to RFP's
SHL	Geographic sales force; processing specialists	Few geographic or company limitations	Cold calls on general capabilities
Litton	Geographic sales force selling all services; processing specialists	Weighted toward federal, manufacturing and retail	Cold calls, particularly in target segments

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Service Offerings

	Timesharing	Dedicated Processor	Geography	Differentiation with Advantis
Genix	95% $66.5 million	5% $3.5 million	Regional: midwest, but expanding nationally	Somewhat broader range of processing services
Power	60% $30 million	40% $20 million	National	Combined with support services
Martin Marietta	$100 million	(Systems operations type of contracts amounting to about $50 million)	National but clustered near processing sites	Follow-on to development services
SHL	$45 to $50 million in revenue from systems operation and processing. Most of this revenue is from U.S.		National	Combined with other services
Litton	$18 million	$17 million (includes systems operations business)	Clustered near 7 centers	Combined with professional services

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	Transition Service		Relation with Parent	
	Services Offered	Midsized Services	Overall Parent Relationship	Additional Parent-driven Synergies
Genix	IBM mainframe, VAX, AS/400	As part of long term contract	Parent provides about 20% of business & funding	Telecomm and network
Power	Supercomputer, IBM mainframe, VAX	Part of application solution	Parent provides about 30% of business	Vertical market experience
Martin Marietta	IBM Mainframes	Ad hoc, if required	Parent SI business provides processing follow-on	Follow-on work; network
SHL	IBM mainframe, VAX, AS/400, HP	Part of application solution	SI business provides processing follow-on	Follow-on work
Litton	IBM mainframe and front ends	Ad hoc in response to customer need	Parent provides about 30% of business & follow-on	Follow-on work in specific technology; network

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Software

	Software Supported	Third Party Licensing	Methods of Selling/Charging
Genix	IBM; customer, third party	Comshare licensee	No separate charge for systems software
Power	Third party vendors; customers; IBM	Acquires software needed	No separate software charge
Martin Marietta	Vendor developed; IBM	Subcontractor-supplied	No separate software charge
SHL	Vendor developed; IBM	Acquires if needed	Will suggest processing and SI contracts to meet client needs that cover software costs
Litton	Vendor, customer, third party vendor, IBM	Helps identify products needed	Bundled into overall charges

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Federal Activities

Genix	None
Power	30% of revenue but declining
Martin Marietta	80 % federal - Extensive DOD
SHL	5% federal now (more in past)
Litton	50% federal - longtime federal contractor

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Charges for Services

	General Arrangements	Innovations	Fixed Price?
Genix	Resource usage	Will tailor contracts	No
Power	Resource usage (70%), also fixed price and cost plus	See "fixed price"	Yes, including initial fixed price followed by resource usage
Martin Marietta	Generally fixed price	None	Yes, generally
SHL	Resource utilization and fixed price	Bundle costs with SI	Yes, often
Litton	Generally fixed price	None	Yes, generally

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Contracts

	Contract Flexibility	Time to Negotiate	Contract Negotiation Directions
Genix	Yes, within general parameters	Two to 12-15 (average of 3 to 6)	Long term relationships; shared processing; third party software
Power	Very flexible	2-3 months for renewals and up to 15 for new contracts	Longer term contracts; new clients
Martin Marietta	Not very flexible	Generally a year or more	More flexible to get commercial business; longer term contracts
SHL	Very flexible	A few months if follow-on; otherwise, 10-12 months	Longer term contracts; wider range of offerings
Litton	Not very flexible	3-4 months to over a year	More flexibility; longer term contracts

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Cost Structure

	Hardware Generation	Lease/Purchase	Depreciation	Data Center Size
Genix	Mostly older	Purchase	4-5 years	Don't know (small)
Power	Somewhat older	Purchase	Mostly 5; some newer, over 5	Don't know (small)
Martin Marietta	Mostly current	Purchase	5-7 years	Not sure because of mix of work
SHL	Mostly current	Purchase	4-5 years for older; up to 7 years for newer	Unknown because of mix of work
Litton	Mixed	Purchase	7 years	Large centers (recently consolidated)

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Staffing

	Personnel	Relative Cost	Own Staff Versus Third Party	Maintenance
Genix	350	Average	Own staff (including hires from clients)	TPM
Power	250	Below average	Own and some acquired staff. Have used, but don't rely on, third party	TPM
Martin Marietta	Total employees of MMIS are 6000. Will not subdivide	Average	Own and some acquired staff. Generally don't use third party	IBM, TPM
SHL	Can not be determined	Below average	Own and some acquired staff. Generally don't use third party	Mostly TPM
Litton	300	Average	Tend to use own staff	Mostly IBM

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	Strengths	Weaknesses
Genix	• Close client relations • Improve client operations	• Limited processing services
Power	• Industry knowledge	• Industry knowledge • Downsizing
Martin Marietta	• Complex technical environments (mainframe)	• Federal orientation
SHL	• SI linkage • Complex technical environments (connectivity)	• Giving away processing to get SI work
Litton	• Broad range of experience	• Older, mainframe orientation

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Overall Assessment

	Self-Perception	Overall Strategy	Future Direction
Genix	Leader in remote processing; cost competitive	Customer satisfaction	Networking; enter other regions
Power	High value-added	Add more support services	Networking; support services
Martin Marietta	High technical competence	Move into commercial sector	Commercial markets
SHL	Full solutions provider	SI and processing	Client/server technology
Litton	Full service provider	SI and processing	Improve technical capabilities; move more into commercial markets

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Dedicated Processor
Custom Offering

advantis

Advantis Capacity Services

Customized data processing to help your business grow

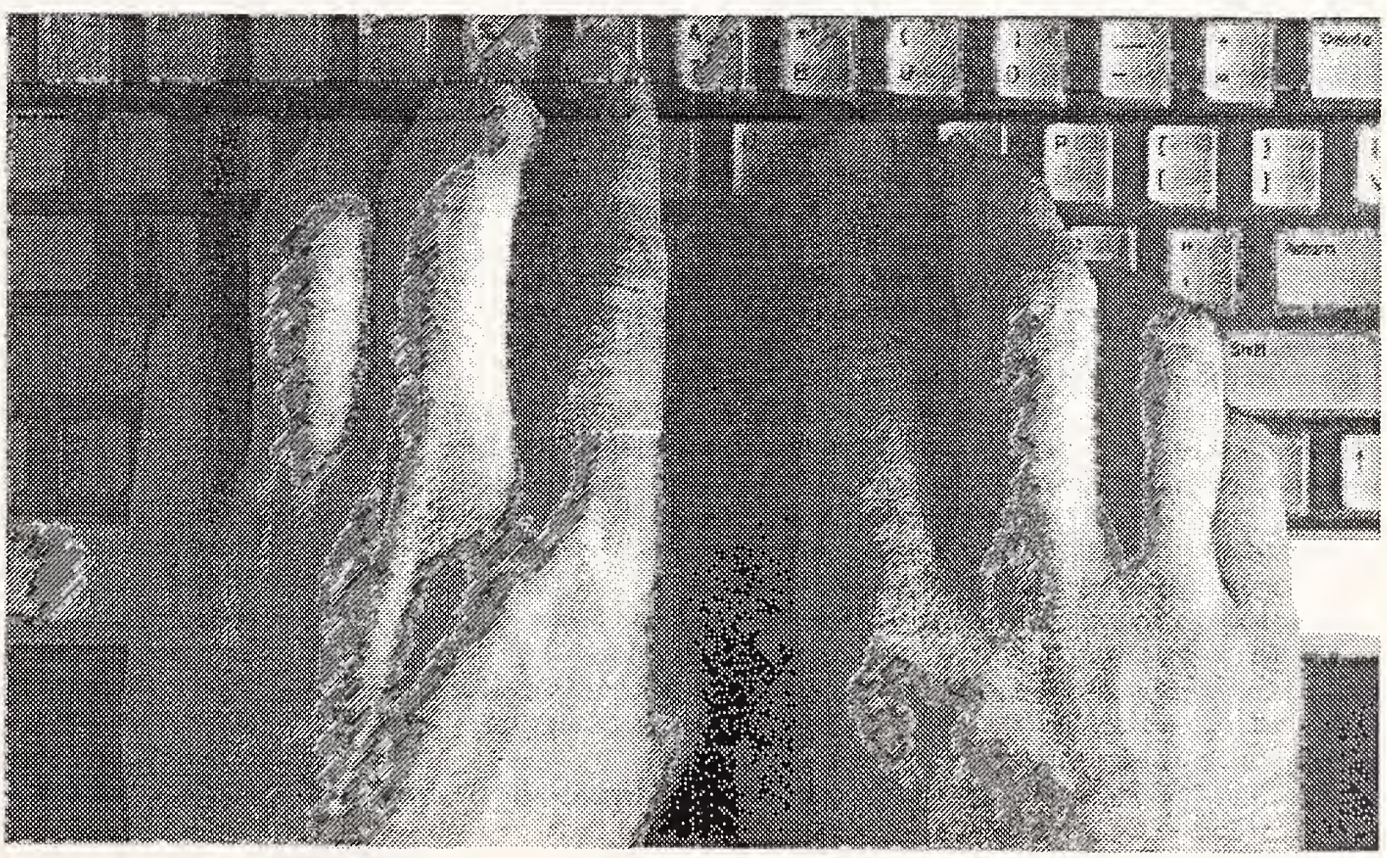
Advantis™ Dedicated Processor Custom Offering program is a custom offering designed for companies with outsourcing requirements that are not met by either traditional time-share offerings or comprehensive, long-term facilities-management services.

With the Dedicated Processor Custom Offering, Advantis provides and supports IBM hardware and system software tailored to a customer's requirements, while the customer provides and manages application software. The customer's dedicated computing environment is installed at an Advantis facility and accessed remotely via the Advantis network. Experienced Advantis professionals furnish partial systems-programming and operational support, performing tasks and services such as mounting tapes and system restarts.

Day-to-day operation of application systems and ownership of application software remain in the hands of the customer. This approach can allow companies to outsource system requirements while maintaining application control. At the same time, it offers the flexibility to modify computing resources to meet changing business requirements and to easily move systems and applications in-house.

A cost-effective solution for today's business requirements

Advantis Dedicated Processor Custom Offering provides alternatives for companies that need computing resources but do not want to make a capital investment. For example, in the case of a merger, acquisition or leveraged buyout (LBO), companies often need to implement mission-critical applications quickly but lack available capital resources. Or, for a variety of business reasons, companies may want to fund new programs, applications or resources as expense items rather than capital expenditures.



Predictable monthly charges can help companies plan and budget for dedicated processor resources. Services are offered at a fixed price, determined by system configuration rather than usage (except for usage-based network connectivity charges for remote terminals, printers and other devices).

The Dedicated Processor Custom Offering can also provide an easily implemented and cost-effective solution for companies with interim requirements, typically from one to three years in duration. For example, a company may want to:

- Continue operations during building construction or relocation
- Begin software testing, application development – even production – prior to delivery of a new processor
- Develop and test new systems before migrating to a new production environment
- Pilot a new service before committing to the purchase of hardware
- Supplement system programming and operational resources
- Meet peak load requirements, such as application development or the merger of multiple data center operations, without installing new internal resources.

Flexible data processing resources

The Dedicated Processor Custom Offering is designed to give customers flexibility in defining processor, DASD, tape, software and other system components. Advantis system programmers can work with you to select the proper system software and hardware configuration to meet your particular requirements.

The standard dedicated processor offering supports 43xx, 308x, 3090™ and ES/9000™ systems running under currently available MVS or VM operating systems. Most of the IBM subsystem programs available with these control programs are also supported. Standard IBM storage devices supported are the 3380 and 3390 DASD and the 3420, 3480 and 3490 Magnetic Tape Subsystems. Advantis will provide system-level console support, and can maintain a tape library and perform tape mounts as part of the Dedicated Processor Custom Offering.

Options are available to meet varying customer requirements:

- *A Physically Dedicated System* provides use of a host processor that is reserved exclusively for a specific customer. This option offers the customer maximum security, independence and control over system performance.
- *A Logically Dedicated System* shares the host processor with multiple independent customers. The system is partitioned through the use of IBM's VM or PR/SM™ products, which can establish multiple system environments on a single physical processor. Customers can see and access only their own version or configuration of VM or MVS. Although this option does not afford as much control over performance of physical resources, it allows customers to quickly obtain more or less resources on demand.

Once your system has been installed at the Advantis site and testing is complete, you may install your application software, as well as any system modifications you want to support.

Advantis responsibilities

As part of the Dedicated Processor Custom Offering, Advantis will:

- Provide the system, floor space and tape storage
- Provide system and operations support staff
- Provide connectivity to Dedicated Processor resources through the Advantis network
- Provide customer support services, including Help Desk
- Provide a limited number of standard IBM system and subsystem software products
- Install systems, including IBM software
- Maintain hardware
- Maintain software provided by Advantis
- Provide network access security
- Provide technical support for IBM hardware and software
- Fulfill customer requests for services such as tape mounts, software fixes, and Advantis-provided software and system restarts.

Customer responsibilities

Under the Dedicated Processor Custom Offering, the customer is responsible for:

- System configuration and capacity planning
- Installation, network attachment and maintenance of workstations and printers at customer sites
- Administration of user IDs, passwords and user profiles
- Data security and management
- Technical support for application and OEM software and software customization
- System operation: scheduling and running jobs, operating remote consoles and requesting tape mounts
- Application support
  - Providing, installing, maintaining and operating application code and licensed third-party code
  - Authorizing access to applications
  - Maintaining responsibility for application code performance and results.

The Advantis advantage

The Dedicated Processor Custom Offering brings with it all the advantages of the Advantis network. The Advantis network has an excellent track record for performance, availability and reliability. High levels of redundancy are built into the network for backup, and to help assure continuous service,

including duplication of such key network components as control centers and transmission links.

Furthermore, the network is monitored around the clock and managed by skilled network professionals, who employ state-of-the-art management tools, including IBM network management software, artificial intelligence systems for monitoring and prioritizing alerts, and remote controllers for activating network components and re-routing network traffic.

- *Availability* – The Advantis network is generally available 24 hours a day, seven days a week.* That means you can access your Dedicated Processor resources regardless of time zones or hours of operation.

*Except for regularly scheduled network maintenance hours.

- *Reach* – The Advantis network provides local dial access nodes in more than 76 cities across the United States. Additional access is available via "800" number service in the United States, and internationally through IBM affiliates via local public data networks in 37 countries and locations.
- *User support* – The Advantis network provides a toll-free telephone hotline and online support in the use of the network. The online NOTIFY services allow end users and your service administrators to report problems and track resolution.
- *Security* – The Advantis network provides multiple levels of security to help prevent unauthorized access to the network. These include controlled access to the network's data centers; account codes; user IDs; passwords; and resource authorization. In addition, customers can use Resource Access Control Facility (RACF) if installed on their Dedicated Processor to control specific system resources and data.

Your single connection to far-reaching business solutions

Through your connection to Advantis, you can extend your organization's reach to hundreds of leased-line and dial-access cities throughout the United States and around the world. And you can take advantage of IBM solutions for international networking and business-to-business communications. For example, you can implement:

- Communications between your company and your international locations and business partners
- A dial network to give your business partners and remote employees access to your applications
- Company-to-company electronic mail with national and international business partners
- Electronic data interchange (EDI) to reduce costs and gain a competitive advantage
- Integrated access to a wide range of databases, business services and Advantis remote computing services.

Let us tell you more

Find out how Advantis Dedicated Processor Custom Offering and other solutions can help you meet today's business requirements. Contact your local IBM marketing representative or write:

Advantis
P.O. Box 30021
Tampa, FL 33630

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